



About the Social Good Instigators Podcast

The Social Good Instigators podcast features nonprofit executive directors and social good leaders sharing about what's working for them. The goal of each 20-30 minute podcast is to provide listeners with inspiration and education for other leaders of social good ventures, both for- and non-profit. Episodes cover details about real-life experiences, lessons learned and advice about leading and growing a nonprofit including building and developing a board, selecting a fundraising strategy, building partnerships, etc.

The podcast launched July 2015 as the Nonprofit Leaders Network podcast and was renamed the Social Good Instigators podcast in June 2017 to reflect a shift in focus to include for-profit social good ventures in addition to solely nonprofit ventures. Here are some stats regarding the show (as of June 26, 2017):

- 44 episodes have been released (+1 bonus episode)
- 25,830 episodes have been downloaded since the inception of the show

More information is available at: <http://www.socialgoodinstigators.com/>

About Your Host: Kirsten Bullock

Kirsten Bullock, CFRE, MBA is an author, speaker, trainer and PhD student. She earned her designation as a Certified Fund Raising Executive in 2002 and is also a certified DISCflex coach. Since 1995, Kirsten has worked with health care organizations, social service providers, national and local ministries, and international membership associations. She is an AFP Master Trainer and has presented for the Indiana Library Federation, Business First (Louisville), Kairos Prison Ministry International, Boys and Girls Clubs of America and many other local, regional and national groups.

In addition, she is the author of *Simple Steps to Growing Your Donors* and is the general editor of and a contributing author to *The Essential Fundraising Handbook for Small Nonprofits* published by The Nonprofit Academy. Kirsten holds a Bachelor's Degree in Social Work and a Master's of Business Administration. She enjoys living in historic New Albany, Indiana with her husband Rob and their dog Cedar.



About the Audience:

- The content of the show is geared towards executive directors and CEOs of non-profit organizations
- 93.42% of listeners are in the United States
- Top listening markets include:
 - o San Francisco – 8.44%
 - o Los Angeles – 7.54%
 - o New York City – 6.57%
 - o Washington DC – 5.80%
 - o Philadelphia – 3.80%
 - o Denver – 3.24%

What Others Are Saying:

Outstanding Concept, Outstanding Execution ★★★★★
by Josh Brooks, PhD – Sep 8, 2015

Through outstanding execution, Kirsten Bullock has transformed an outstanding concept into a very thoughtful and valuable podcast. Along with her guests, Kirsten adds quality content to the body of knowledge within the non-profit community, and is ultimately working to help others improve their craft, so they can make a more profound impact on the world. Really well done, Kirsten; Thank You.

Fundraising Coach ★★★★★
by Tricia Dell – Sep 8, 2015

I love this. As a fundraising coach and volunteer leader the very best learning for me comes from those that have done the work and have walked in my shoes. Thanks Kirsten.

Getting to the Why ★★★★★
by Nd2Know – Sep 8, 2015

This is a great podcast put together by Kirsten. Explaining the what comes naturally, explaining the why is a difficult challenge but it is the challenge that we must conquer. This podcast is helpful as Kirsten guides us with questions that get to the point, gleaning the information that is relative.

Don't need to reinvent the wheel ★★★★★
by [Toni@BH](#) – Sep 13, 2015

As the Founder and Executive Director of a grass roots non-profit, I am so grateful for information like this. Thank you Kirsten for helping me learn from others such significant lessons about managing non-profit operations, fundraisng, and board dynamics. I don't have time to reinvent the wheel. Thank you for sharing your blueprints.

Promotion Platforms:

LinkedIn	3,289 connections	https://www.linkedin.com/in/kirstenbullock
Twitter	5,938 followers	@kirstenbullock

Standard Advertising Package

Each Package Includes:

- ✓ 15 Second Pre-Roll Audio Ad (read by host or via prepared ad)
- ✓ 20 Second Mid-Roll Audio Ad (read by host or via prepared ad)
- ✓ Listed on Website and Blog
- ✓ Mention on Twitter (twice per episode sponsored)
- ✓ Mention on LinkedIn (twice per episode sponsored)

Investment:

- \$800 for Four Episodes (\$200 per show)
- \$450 for Two Episodes (\$225 per show)
- \$250 for One Episode

Assets Required:

This information can be submitted after reserving the package.

- Talking Points
- Short Product / Service Description
- Website Banner Ad
- Web Page Link
- Special Offer Code (if applicable)
- Logo Artwork

These rates are subject to change at any time. However, we will give our current sponsors a chance to purchase a block at the current rate before making any rate increase.

Next Steps:

Contact Kirsten Bullock to inquire about availability of episodes to sponsor.
Kirsten@BullockConsulting.net or by phone: 502.509.5004.